

Appln No. 09/575,116  
Amdt. Dated Oct 1, 2003  
Reply to Office action of August 13, 2003

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### REMARKS/ARGUMENTS

The Office Action has been carefully considered. The issues raised are traversed and addressed below with reference to the relevant headings and paragraph numbers appearing under the Detailed Action of the Office Action.

#### *"Claim Rejections – 35 USC § 102"*

In paragraph 3 of the Office Action, the Examiner objects to the claims on the basis of Wright et al. We respectfully submit that Wright et al does not teach the particular combination of features shown in the claims and in particular shown in the independent claims 1, 16 and 31.

However, in order to obtain speedy allowance of the case, the Applicant has amended claims 1 and 16 to clarify that the method relates to obtaining or providing a printed document. A basis for this can be found for example on page 74, line 25 of the specification as filed, as well as the original claim 1.

In particular, the present invention relates to a method of selecting and delivering a greeting card by printing a document that includes details of the selection of available greeting cards.

The document includes at least one interactive element with which the user interacts to select a card using a sensing device. This is not described anywhere in Wright et al.

In particular, in Wright et al it is clearly described in column 6, line 43 onwards, that the user is able to browse through available electronic greeting cards from a collection stored in the browsing memory 108. The nature of this browsing is not described in detail, but would appear to require at least a user input through the keyboard 118 as set out in column 6, line 44.

We do not believe that browsing electronic greeting cards stored in the browsing memory corresponds to obtaining a document as set out in the original claim 1. However, as mentioned above the claims have been amended to clarify that the document is a printed document and this certainly does not represent browsing contents of the memory 108 as described in Wright et al. In particular, Wright does not describe printing the contents of the memory 108 and browsing using the printed document. It should be noted that whilst Wright et al does describe printing as an option of output for example at column 6, line 53, this is only used once a greeting card is selected.

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In any event, there is no disclosure in Wright et al of a printed document which includes a user interactive element with which a user interacts to select a card using a sensing device. In particular, the current claim 1 is clear that the sensing device interacts with the user interactive element provided on the printed document to allow a selection to be made. There is no disclosure of any form in Wright et al of any sensing device interacting with any form of printed document.

In view of this, we believe that claim 1 is novel and inventive over the disclosure in Wright et al.

Similar comments also apply to claim 16 which again specifies providing a printed document the printed document having at least one user interactive element with which a user interacts to select a card. Again, as described above Wright does not describe a printed document having a user interactive element.

Turning now to claim 31, this describes a system for enabling selection delivery of a greeting card and includes a printer for printing a document with coded data and details of available greeting cards. Again, as described above Wright et al does not describe printing a document with details of available greeting cards. Instead, these are browsed from the memory 108 and the nature of this browsing is not described and is certainly not described as being printing a document with details of the available greeting cards.

In any event in addition to this claim 31 also requires that the printed document includes coded data with a sensing device being provided for reading the coded data. No such disclosure of coded data is provided anywhere in Wright et al.

It will be appreciated by the Examiner that the provision of the printed document with which a sensing device can interact is significantly different to the situation described in Wright et al. In particular, Wright et al requires that the user utilise a personal communicator having features described therein. The personal communicator is therefore an electronic device which a user uses to interact with in order to select the greeting cards.

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In contrast to this, the present invention provides a method of interacting with printed documents, to allow greeting cards to be selected. The interaction with a printed document as opposed to interaction with the personal communicator is vastly different and is far more conducive for use by individuals who are not accustomed to using electronic devices. In view of this, and the fact that we believe that interaction with printed documents is not described anywhere in Wright et al, the claims are now novel and inventive over the cited prior art.

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**CONCLUSION**

In light of the above, it is respectfully submitted that the objections and claim rejections have been successfully traversed and addressed. The amendments do not involve adding any information that was not already disclosed in the specification, and therefore no new matter is added. Accordingly, it is respectfully submitted that the claims 1 to 40, and the application as a whole with these claims, are allowable, and a favourable reconsideration is therefore earnestly solicited.

Very respectfully,

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